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ABSTRACT

The Austin Independent School District, Office of Research and Evaluation presents several types of illustrations it has used to make reports more attractive and inviting to readers: (1) clip art collection, (2) other illustration collections, (3) student art, (4) photographs, and (5) press-on lettering and pictures. Suggestions for obtaining and using the different types of art are discussed. (PN)

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ED233047

Illustrating Reports

NANCY BAENEN SCHUYLER*

Austin Independent School District
Office of Research and Evaluation
Publication Number 82.61

Cartoons and Line Drawings by Charles Loving and Terry Hahn
Graphics by Nancy B. Schuyler and Christine L. Haskin
Transfer Lettering by Belinda O. Turner

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*REVISED FROM: A COMMUNICATION HANDBOOK FOR RESEARCHERS AND EVALUATORS

Straight text and charts can often look pretty boring. You can make your reports more attractive and inviting to your readers by dressing them up with illustrations. The Office of Research and Evaluation has made use of several types of illustrations over the years that are easy to use:

- clip art collections
- other illustration collections
- student art
- photographs
- press-on lettering and pictures.

The nice thing is you don't have to be a resident artist to use them!

CLIP ART

Collections of line drawings, called clip art, are copyrighted and sold so that individual drawings can be used repeatedly by the purchaser. The only restrictions are that:

- The entire collection may not be reproduced at one time to distribute to other potential users, and
- The drawings cannot be included in materials that are to be copyrighted and given commercial distribution unless you receive a copyright release.

OTHER ILLUSTRATION COLLECTIONS

In addition to clip art collections, there are a variety of collections of copyright-free or "with permission" illustrations that you may use. The requirements involved often vary and depend on the intended use. Here are some representative collections.

The Dover Pictorial Archives
Dover Publications, Inc.
180 Varick Street
New York, N. Y. 10014

Dover Publications has compiled numerous volumes of line illustrations from their publications. The pictures are copyright-free, in book form, ready for reproduction. The only limitation on use is that you may only use any ten illustrations from any one volume, for any single project. If you should need to use more than ten illustrations you must obtain written permission from Dover Publications. You can get a catalog of books and their costs from the address above.

Library of Congress
The Prints and Photographs Division
1st Street and Independence Ave. SE
Washington, D. C. 20540

There are about 20 million items in the Library of Congress collection. They include everything from posters, cartoons, newsphotos, and book illustrations to straight drawings. In addition, any book filed in the Library of Congress (including rare or old books) may be photographed through the Photoduplication Service. It usually takes about three to four weeks and you need to have written in advance for arrangements about billing and fees. You are responsible for obtaining any copyright releases.

New York Public Library Picture Collection
Fifth Avenue and 42nd Street
New York, N. Y. 10036

The arrangements at the New York Library are unique as far as we can determine. You write them with a very specific topic request and they lend the material to you. You select which items you want, send all the materials back and the photocopy service will send you back a copy. You need to make advance arrangements for fees and billing. You are responsible for getting all necessary copyright clearances.

New York Times Pictures
229 West 43rd Street
New York, N. Y. 10036

There are about two million pictures in this collection. You simply mail in a request and they will send you a photocopy. There is a service fee which varies depending on the intended use, plus the cost of photocopying. If you plan on any commercial marketing of your publication make sure that you indicate that when you order a picture.

Annual reports of corporations and institutions usually have material that can be used merely by carrying the credit line with the illustration. However, it is safer to get a specific release.

One problem we ran into at the Office of Research and Evaluation (ORE) was that clip art and other collections did not have enough pictures related specifically to education. Also, minorities were seldom included in the drawings. We therefore hired local artists to draw cartoons and line drawings which meet our needs more closely. A large collection of these are printed in the back of this publication for your use. Enjoy!

STUDENT ART

ORE has also made use of student art in illustraing some reports and brochures. Student art has the advantage of making reports look a little less formal and technical and a little more inviting to our school district readership. The use of student art by a research and evaluation unit also lets other school district personnel know that we recognize the schools teach a lot more than "academics" and that artistic accomplishments are important. Readers can also feel more ownership in a report that has a picture by one of their students. The use of student art also forces us to allow more "white space" and avoid the temptation to cram too much on a page.

ORE's primary use of student art has been in our final report summaries at the end of the year. These summaries go to both central administation and all of the schools. They are designed to present a nontechnical summary of our results for the year and discuss possible implications. Before we started to use student art, we were concerned that only a few people might be reading our reports. After our introduction of student art, we received many comments about our wonderful illustrations. At least we knew more people were paging through the reports!

OBTAINING STUDENT ART

We obtain the student art through the art teachers at the elementary and secondary level. Our main requirement is that the pictures be line drawings done in ink rather than pencil. We also ask for pictures without much shading. Pointillist drawings work well since the shading is created with a series of dots, but subtle shading is more difficult and expensive to reproduce. We have specified themes some years (e.g., "Draw a picture of your favorite thing about school"). Other years we have just asked for the best line drawings available. The secondary students' art generally looks more impressive and professional, but elementary students often come up with some very creative ideas and keep their pictures a little simpler and easier to use. Elementary art might be more appropriate on a brochure or report on a preschool or elementary program.

USING STUDENT ART

For every piece of student art we intend to use, we ask the student to sign a release. This release gives us permission to use the picture in any way we wish in our reports--either partially or completely. Sometimes we reduce the pictures or use only part of a large picture in the reports, and it is important that the students realize this.

In return for permission to use the picture, we agree to credit the artist and school when the picture appears. We also provide a final copy of the picture to the student upon request. Students generally enjoy seeing their pictures in print, and high school students often place the copy in their portfolio as an example of their "published work."

Thus, student art can also be used as clip art.

USING CLIP ART

All of these forms of line art can be used in about the same way. The commercial producers of clip art generally intend that users select a drawing, cut it out of the original page, and paste it in the publication. However, then it is difficult to use the picture again. Thus, we recommend the following procedure.

1. Select the desired line drawing from the clip art collection.

2. Make photocopies of the page on which the desired line drawing appears. Have enough copies made to get you through all stages of publication. (Remember, you can enlarge and reduce the clip art selections or even combine different pictures into a single picture.)

3. Return your original to the storage file.

4. Cut out photocopied drawing, leaving about 1/4 inch margin around the drawing.

5. With a non-photo blue pencil, outline placement of the drawing onto your publication copy.

6. Apply rubber cement to the back of the drawing and press the piece onto your copy starting from the center and rubbing outwards.

7. Place a piece of clean paper over the drawing and press the piece onto your copy starting from the center and rubbing outwards.

8. Remove the cover paper and carefully rub away any excess rubber cement as soon as it is dry. Be careful not to get rubber cement on any copied material since it will erase the copy when rubbed away.

9. Touch up the drawings where necessary with India ink. This will be especially necessary if there are any large black areas in the drawing.

10. If the edges of your drawing appear smudged or dirty, use white correction fluid to prevent the edges from showing when photocopied.

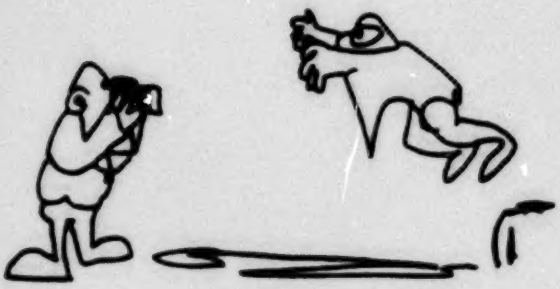
11. Have the completed copy reproduced.

PHOTOGRAPHS

Photographs also dress up a report. They tend to make a report look more formal and professional. They also can convey a look of action and movement. However, photographs are a little more difficult to use well than line drawings. The best photographs:

- deal with a simple subject,
- have intense contrasts between darks and lights,
- have sharply focused details,
- focus attention on one object or person.

USING PHOTOGRAPHS



Unfortunately, you can't just take a picture and put it in your report as is. You need to have it screened (or veloxed) by a photographic service. This process converts the shading in the picture to a series of fine dots so it won't lose resolution in reproduction. You must also consider the final size picture you need and whether it should be cropped or not.

Photo cropping cuts out irrelevant details. The lines on the photo below show various ways of cropping the picture to narrow the concentration of the viewer.

Here are a few rules of thumb for cropping:

- Try to eliminate anything around the edges of the photo that does not contribute to that part of the photo upon which you wish the viewer to concentrate. Definitely eliminate anything that tends to distract the viewer.

- Don't physically cut the picture if you plan to use it in a different way in the future. Mask it off with paper or use the cropping sheets photo services generally have available. Once you cut a picture, it's difficult to put back together! Also, don't put tape on the front of the photo.

- Try to crop the photo along definite lines of separation. That is, you usually don't want to chop somebody in half. You may want to cut into someone's figure, but try to either leave most of the figure in or cut it out entirely.

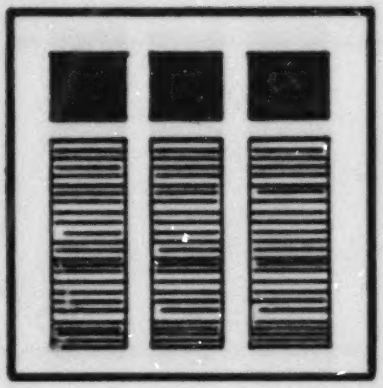
- When you are trying to focus the attention in a scenic shot, cut the foreground out first, then cut the middle-ground and continue until you have the focus that you want for the photograph.

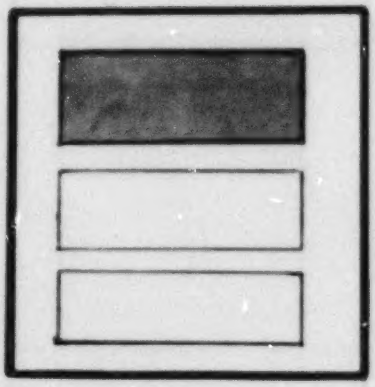
- While you are cropping, measure the dimensions of the space that you will fit the photo into on the final copy and try to come close to the dimensions with careful cropping.

- When you are cropping large group pictures, make your cuts so that the faces appear as large as possible. The bodies of the people in front do not necessarily have to be visible.

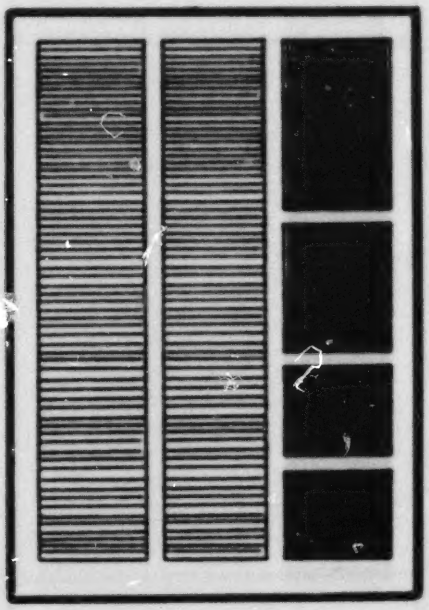
The photo service will also want to know the final size of the picture you need or the percent reduction you want. Consider where the picture will be used and the layout of the page before reproducing it. Each additional size must be re-screened and costs extra.

Remember that the shape of the photograph will help control the movement of readers' eyes as they scan the page. Here are a few tips about picture shape and layout.

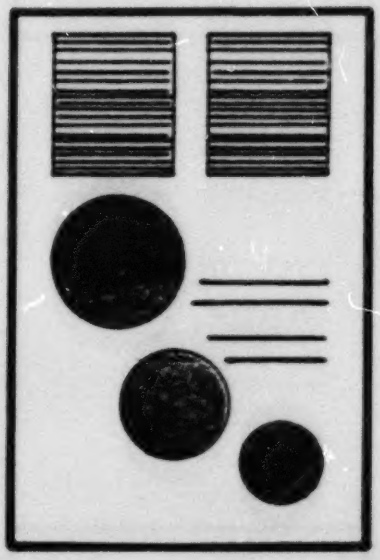




Squares and rectangles set up horizontal movement, are pleasing to the eye and typically involve only minor cropping.

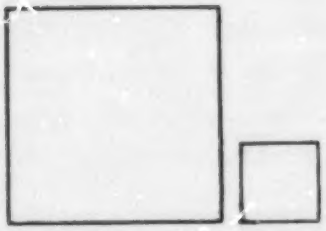


Long rectangles set up vertical lines and tend to fit in well with column-style formats.



Ovals, circles, triangles, and unusual shapes tend to emphasize the picture because they are used infrequently and are novel to the viewer.

There are several factors other than shape that need to be considered when laying out photographs to go into a publication.



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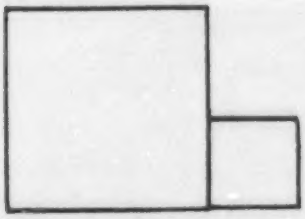

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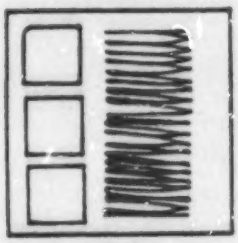
Large and small photos should never have common edges.



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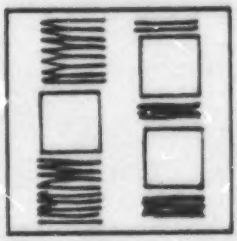

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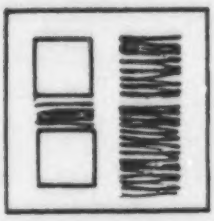
The reading rhythm should not be interrupted.



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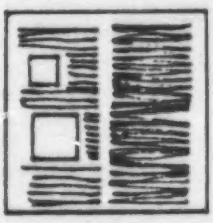

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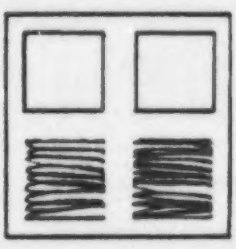
Try not to use short lines of text to fill out columns around pictures. Within a column of text, try to keep illustrations the same size.



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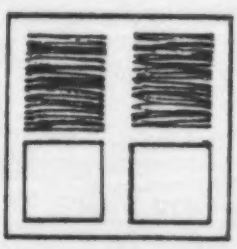

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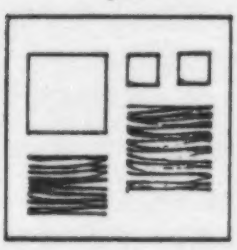
Place heavy illustrations high on the page rather than at the bottom.



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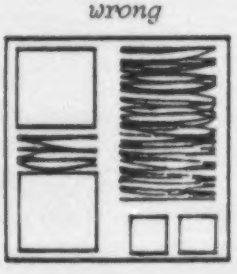

wrong

Don't fill all of your white space up with photographs. White space gives the eye rest and helps to emphasize the photos that you do have.

It is best to use a dry mount press to permanently mount pictures. If you do not have a dry mount press available you can mount a photograph using rubber cement. You will need heavy, smooth paper, rubber cement, and a straightedge. To mount with rubber cement:

A. Leave a wide margin around the photograph.

B. Outline the shape of the photograph on the mounting paper.

C. Put a coat of rubber cement on the back of the photograph and the front of the mounting paper.

D. Mount the photo onto the paper trying to avoid leaving any air pockets.

E. Place a sheet of paper on the photograph and gently burnish the photo with a straightedge until it is completely flat against the mounting paper.

PHOTO COLLECTIONS

One example of a service which has over a million photos on file is:

Alpha Photos Associates
251 Park Avenue South
New York, N. Y. 10010

Reproduction fees for individual photos vary depending on intended use.

PRESS-ON LETTERING AND CHARTPAK

Press-on lettering such as Chartpak and Formatt can be used for headlines, title pages, and charts when you want a type style or size not available on the typewriter. Such lettering helps set off sections of a report or charts. Press-on lettering is available in sheets in a wide variety of styles and sizes from art supply stores. Make sure you pick a style that compliments your type style.

Your organization may also have lettering machines available. These have a more limited number of type styles and sizes available but are much quicker to use for large quantities of type (e.g., titles on a number of pages). Letters or words are printed on clear or white tape.

Press-on lettering is available in architectural symbols including adults, children, buildings, trees, cars, etc. These can often be used as sources of art. If you have a need for a particular symbol or letter on a continuing basis (such as a school district seal), many companies who produce press-on lettering will especially produce sheets to your order.

PROFESSIONAL ILLUSTRATIONS

If you have a very special publication which will have wide distribution, you may want to hire a professional to do the illustrations (of any type) or the whole publication. Although this is more expensive, you will probably end up with a more professional-looking product in the end unless you have specialists on your staff. Just make sure you have some idea of what you really want in the publication and the type of image you want to project before you contact an agency or individual. Think about whether your audience will respond well to a "slick" publication or reject it.

FINAL NOTES

Make certain you check copyrights and rights reserved whenever you use illustrations from any source. If a copyright or credit line is given, *you must get a copyright release.*

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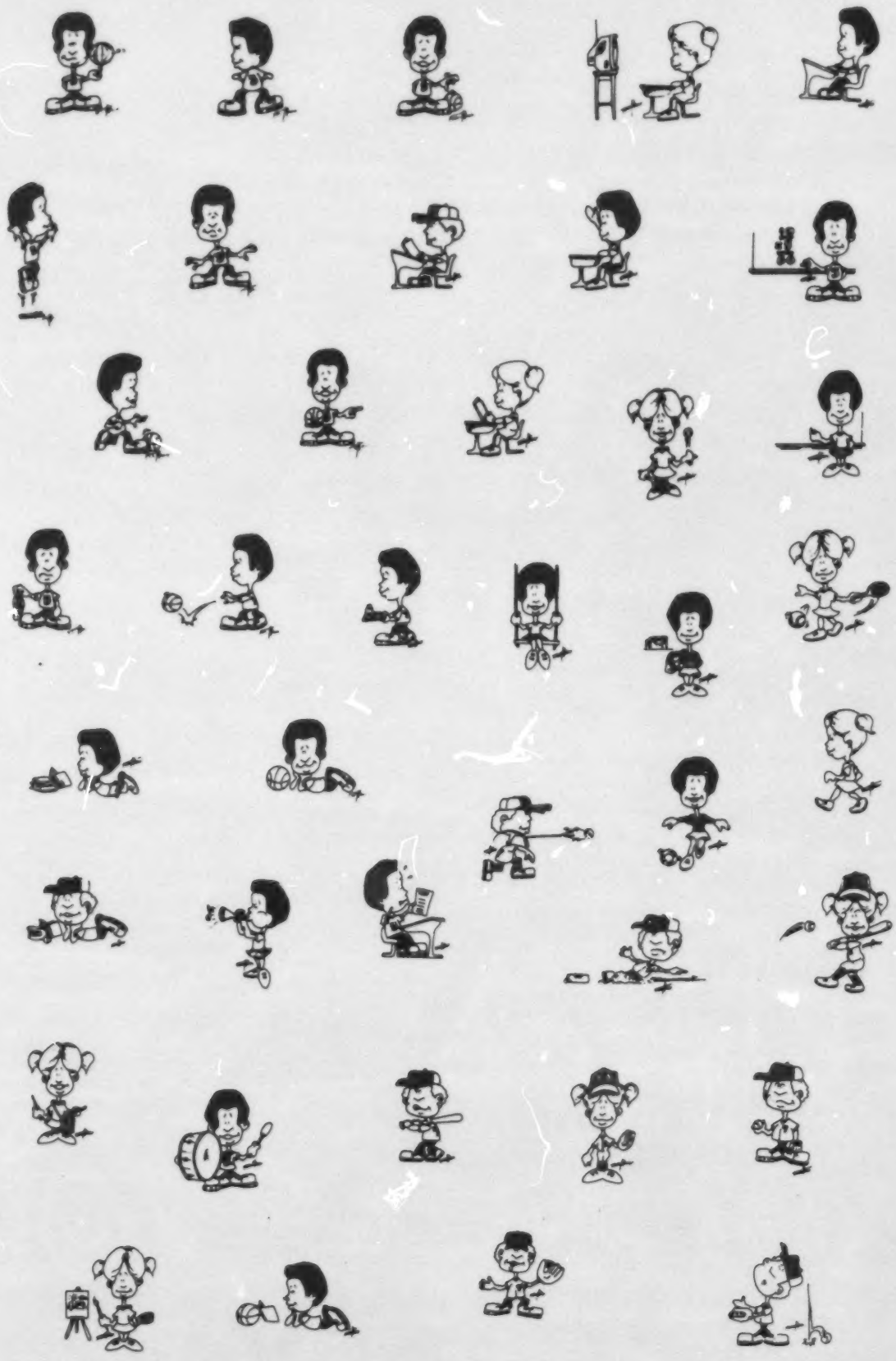

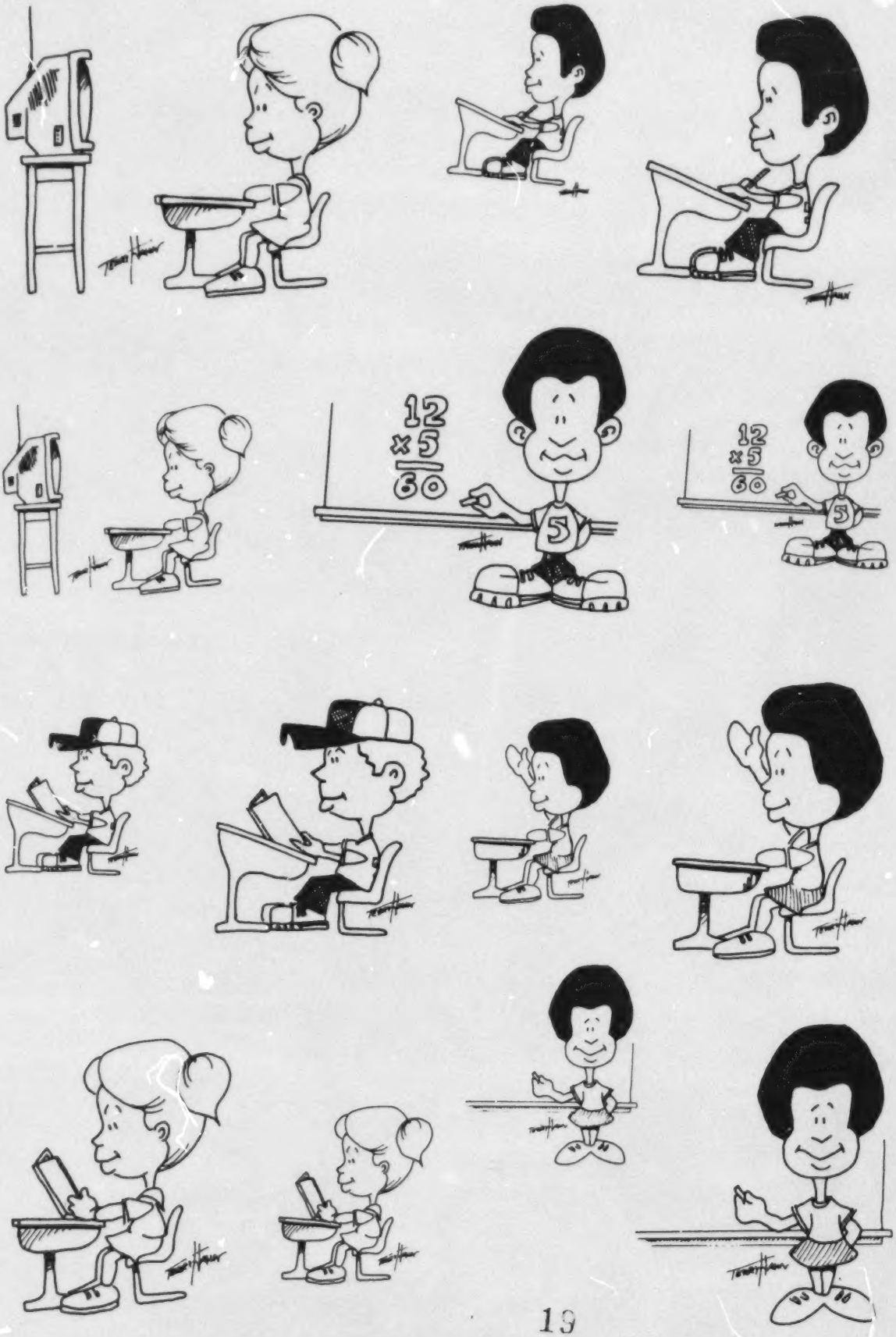
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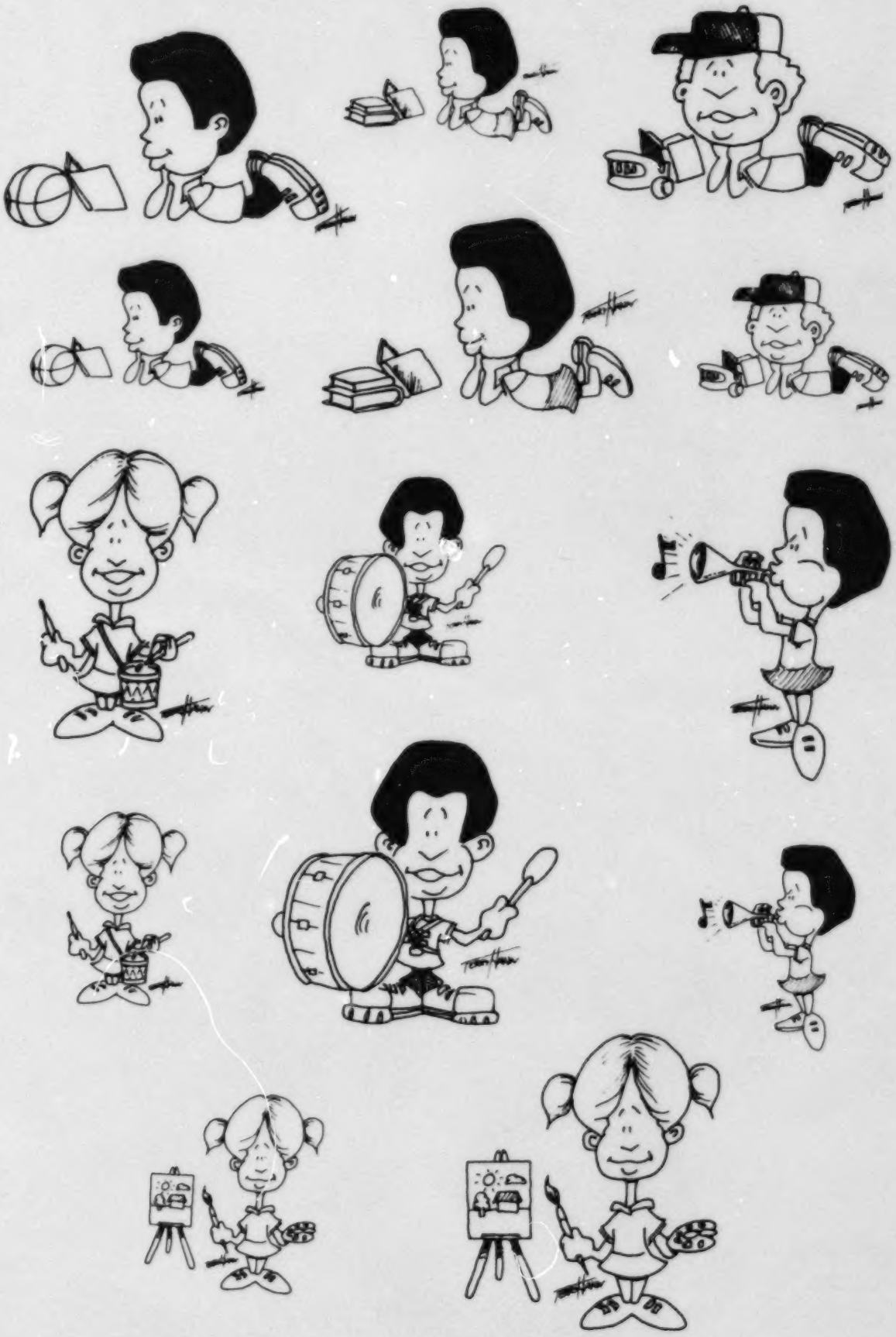

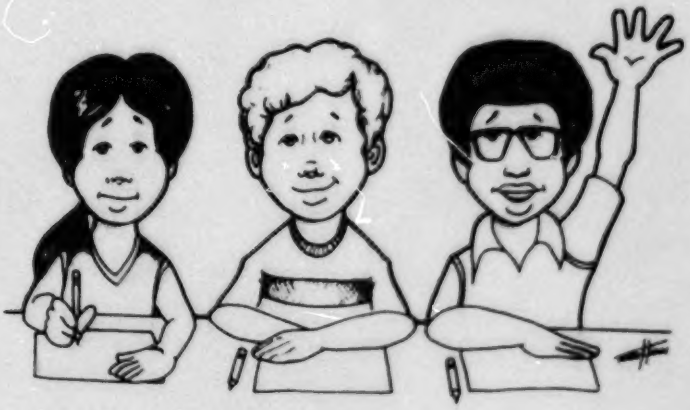

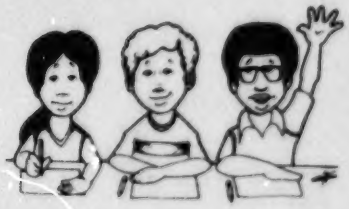

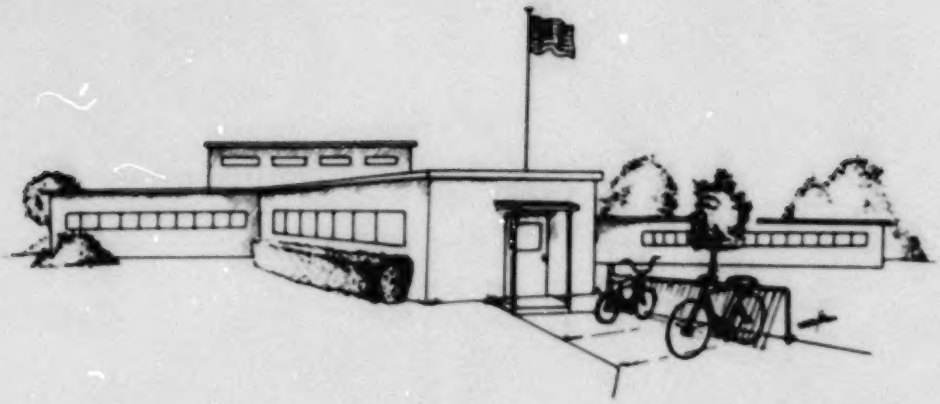

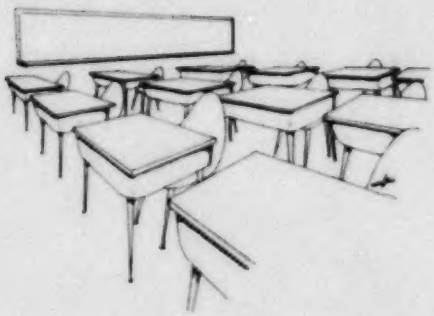

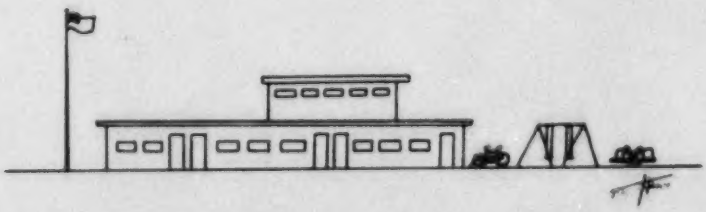

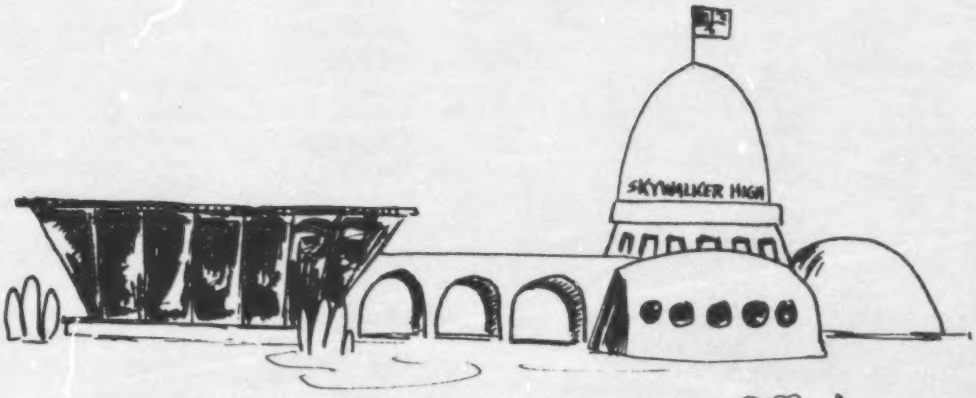
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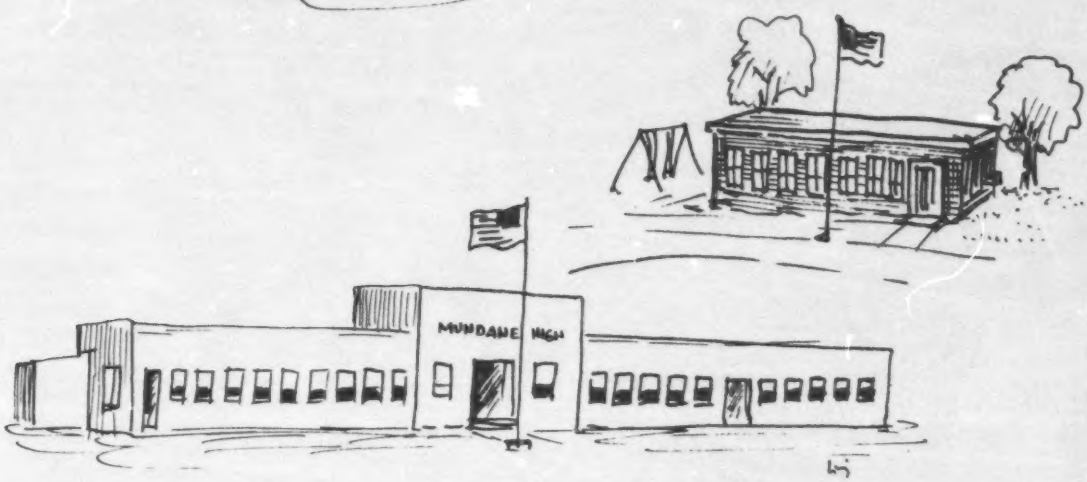
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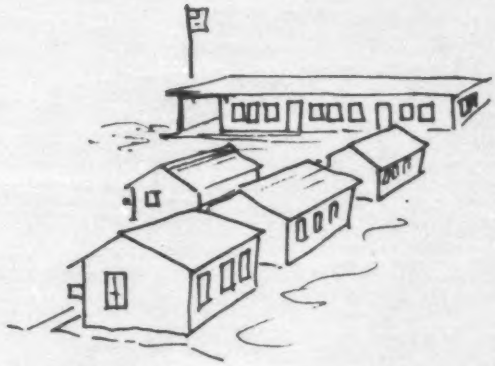

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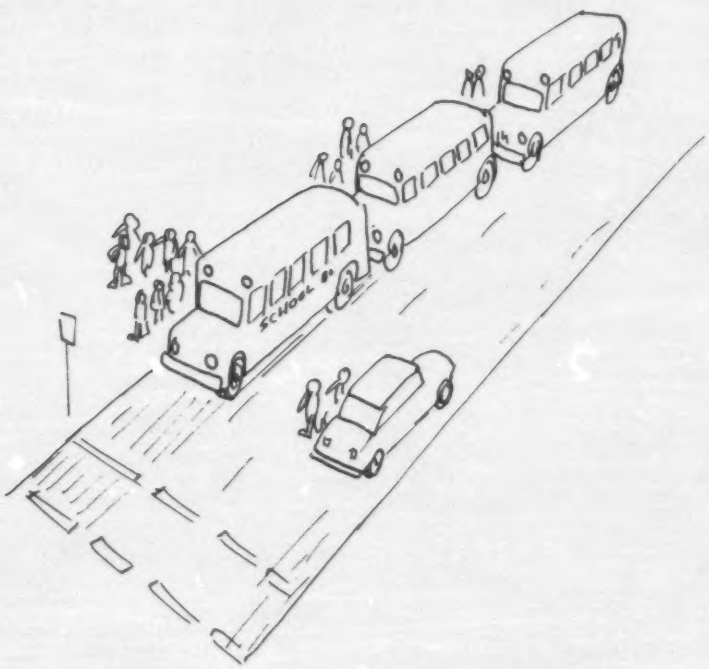
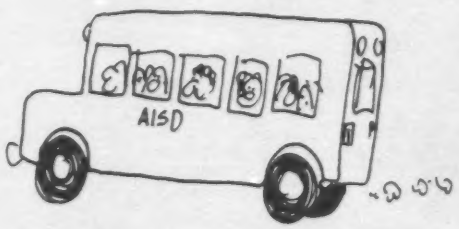
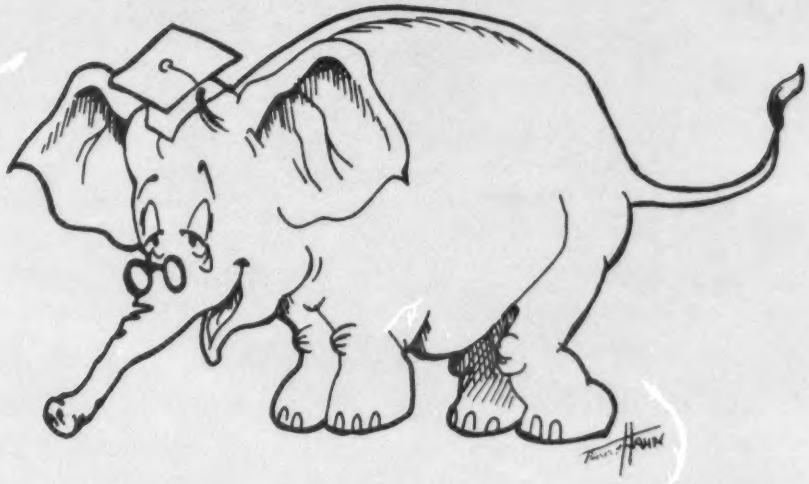


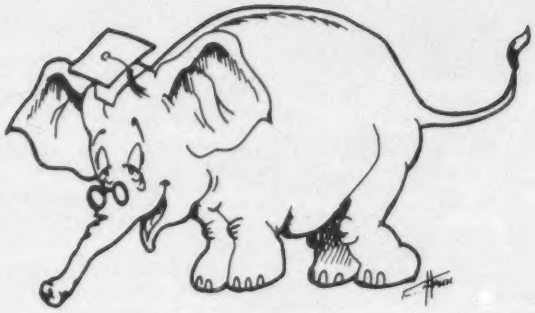


Walking A
Tight Rope?

**Walking A
Tight Rope?**

Walking A
Tight Rope?

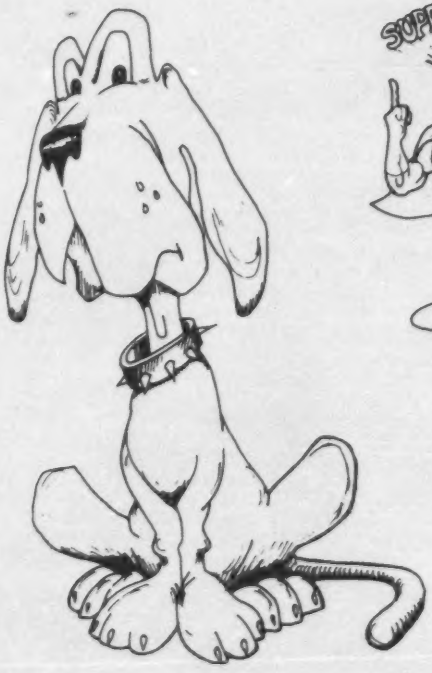




(2)

SUPER STAT MAN

SUPER STAT MAN



SUPER STAT MAN

GET SET
TEST TODAY
STOP!

A

TEST

TEST

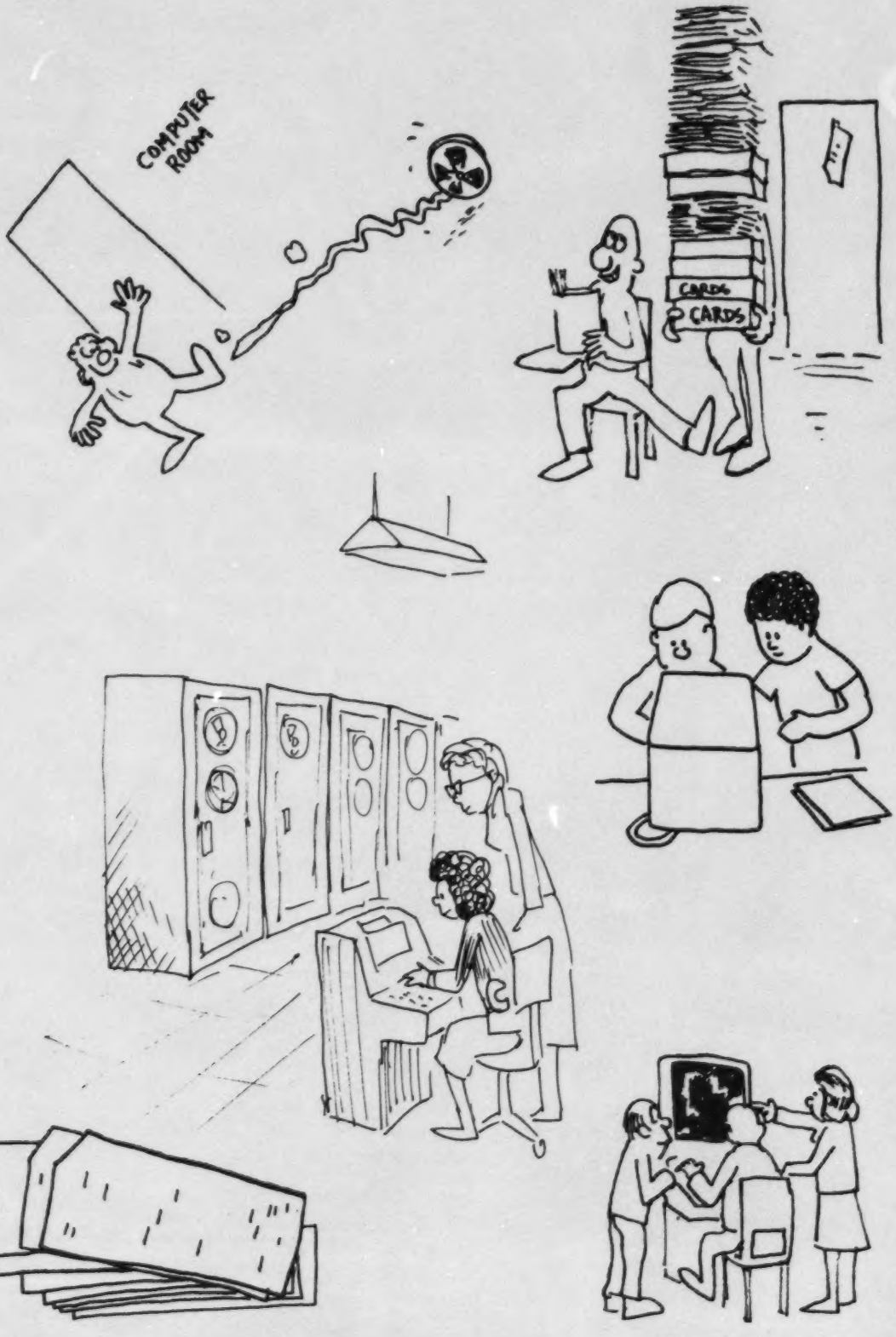
A

TEST

TEST

A

TEST


COMPUTER ROOM
CARDS
CARDS

13
TEST
TEST
TEST

AND NOW WITH TODAY'S TEST,
MR HORACE TESTDING
GOOD MORNING NOW FOR THE TEST, OPEN THE TEST PACKET...
MUMBLE MUMBLE
TEST
?
!
PHYSICAL ED TEST TODAY

39

40

THE INSTRUCTIONS ARE
SCHOOL WIDE
FUP FUP FUP
FINISHED EARLY

S.A.T.
TEST
R
HEH. HEH !!! All OF THE ABOVE, TWO OF THE ABOVE, THREE OF THE ABOVE.. HEH HEH HEH.
QUEST
ESOTERICS
TEST WRITER
CL

YOU HAVE FIVE MINUTES TO DO THE 400 QUESTIONS IN SECTION A.
RESULTS
?
TEST
TESTING
SCHEDULE TODAY 9:45
YOU HAVE 48½ MINUTES LEFT.

WASN'T THAT FUN
?
?
?

DON'T SWEAT IT GANG THIS IS AN EASY TEST
TEST BOOKLET
YES, AND COMPREHENSIVE

INSTRUCTION
TEST KIT
STOP!
MONITOR
STOP

45

THE TEST WILL BEGIN IN
TESTING
RM
6

46

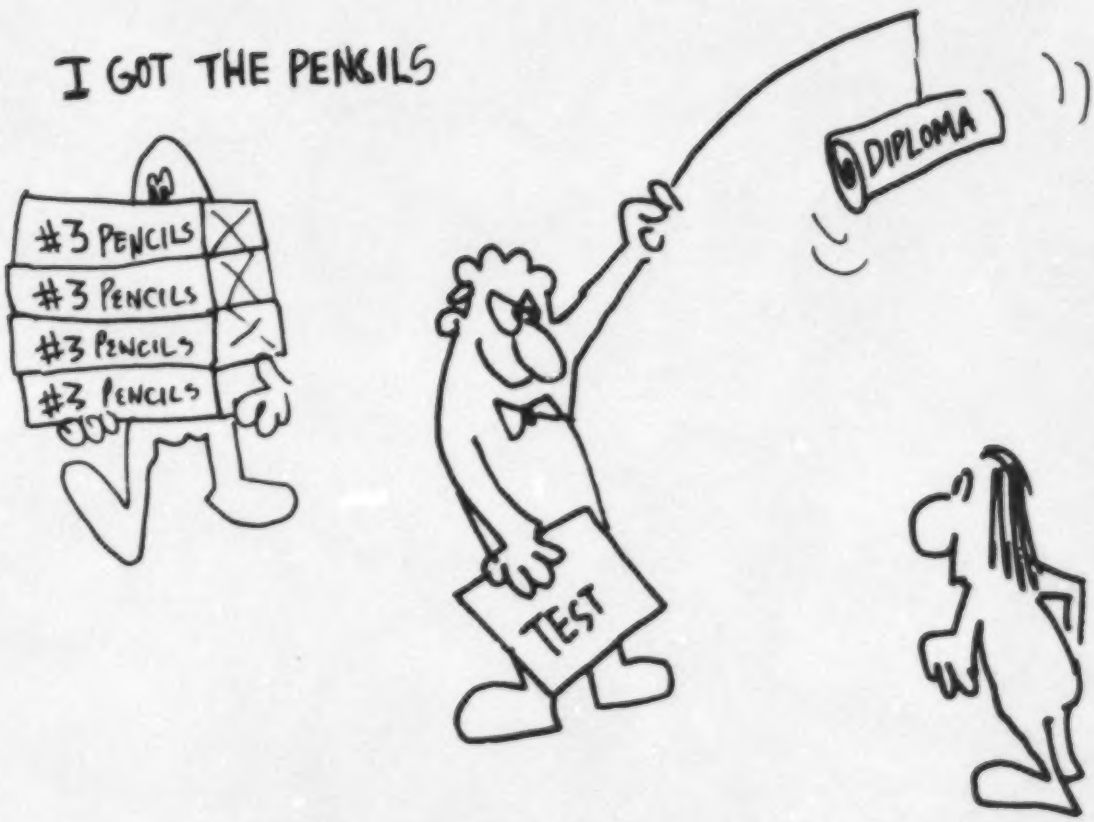
NO CHEATING!!
TEST
REMEMBER ON QUESTION 740 THE 'IS' SHOULD BE A 'WAS'..
INSTRUCTIONS
A. Put away all
B No. 2 PENCIL
C. DO NOT OPEN
D. GIVE
E
F Booklet is di
G Booklet 16-7
H You may keep
I. REFER TO
?
?

600 QUESTIONS

WHAT DID YOU GET FOR 688?
MATH
ENGLISH
LETS GO... A. DANCE
B. SEE A SHOW C. EAT
D. LISTEN TO MUSIC
E. TO A GAME
TESTING

TESTING
THIS IS A JOKE
X-9
GOODNESS I... THESE ARE QUITE HARD
CLAP CLAP
TEST X-9
SUPT. FUNST

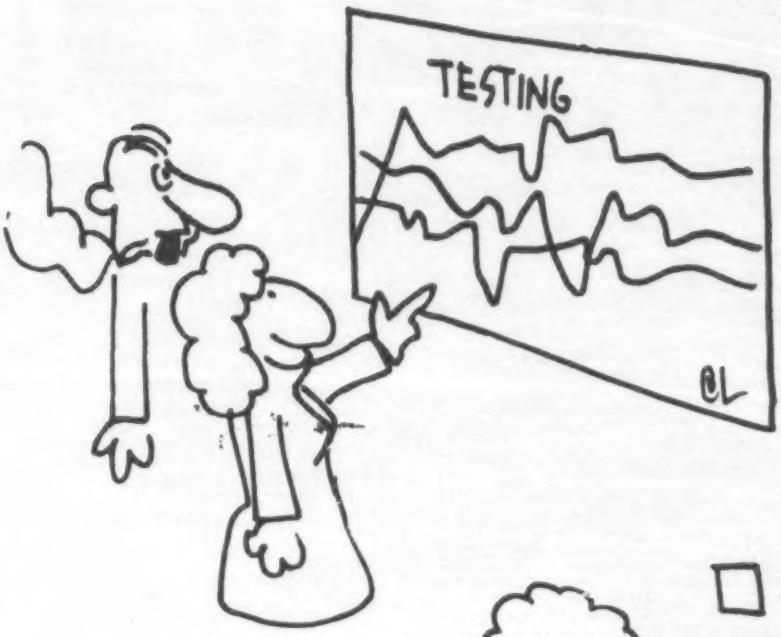
THIS TEST IS NEITHER GOOD OR BAD
X-9
CLAP CLAP


I GOT THE PENCILS
#3 PENCILS
#3 PENCILS
#3 PENCILS
#3 PENCILS
DIPLOMA
TEST

(17)

HUH?

MISS, WHAT GOOD
IS A SENTENCE DIAGRAM
IF I'M A MECHANIC?
SUBJ VERB
ART
Do
IO
APV
ADJ


TESTING
CL

TEST DEVELOPING

X-D450